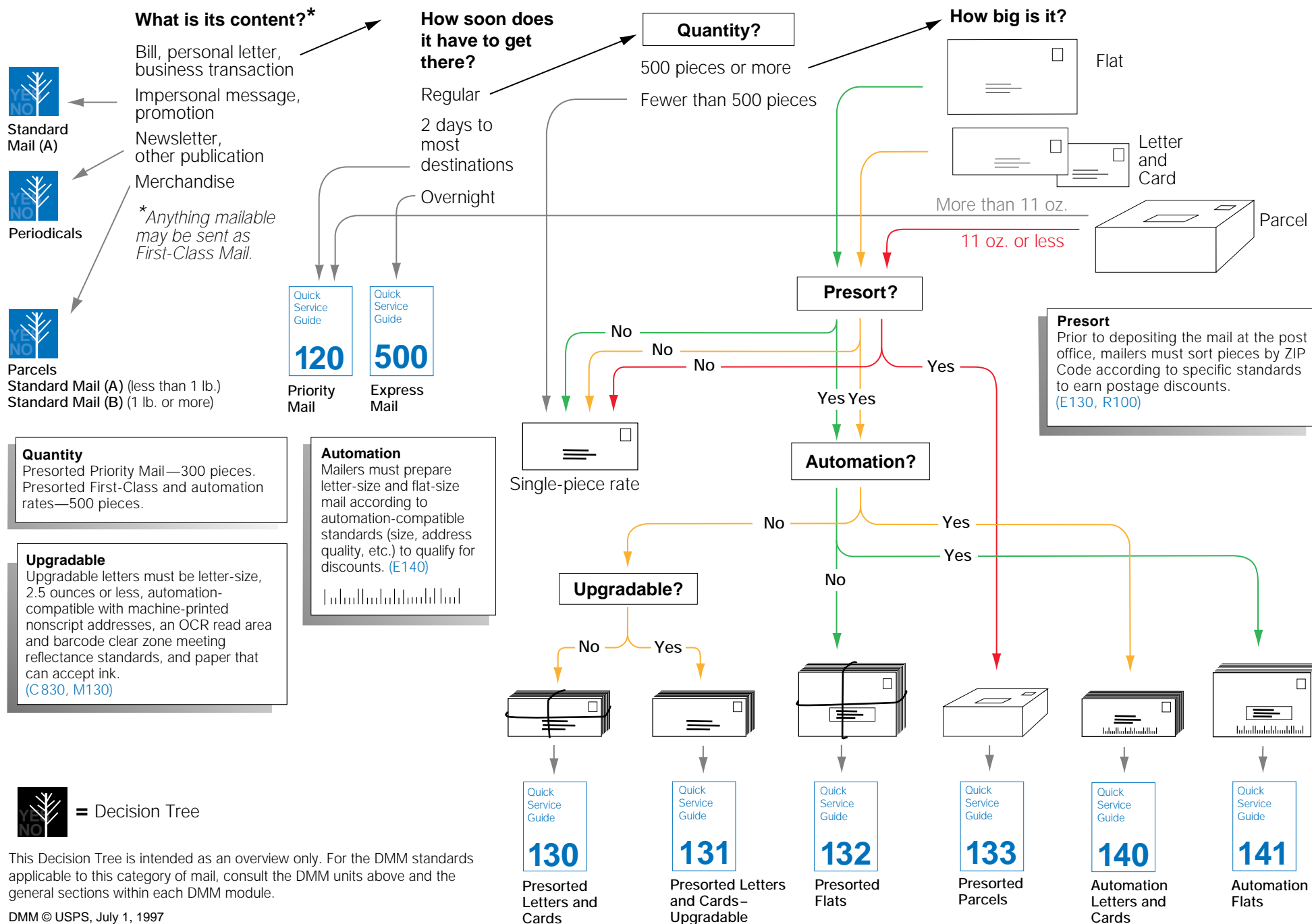


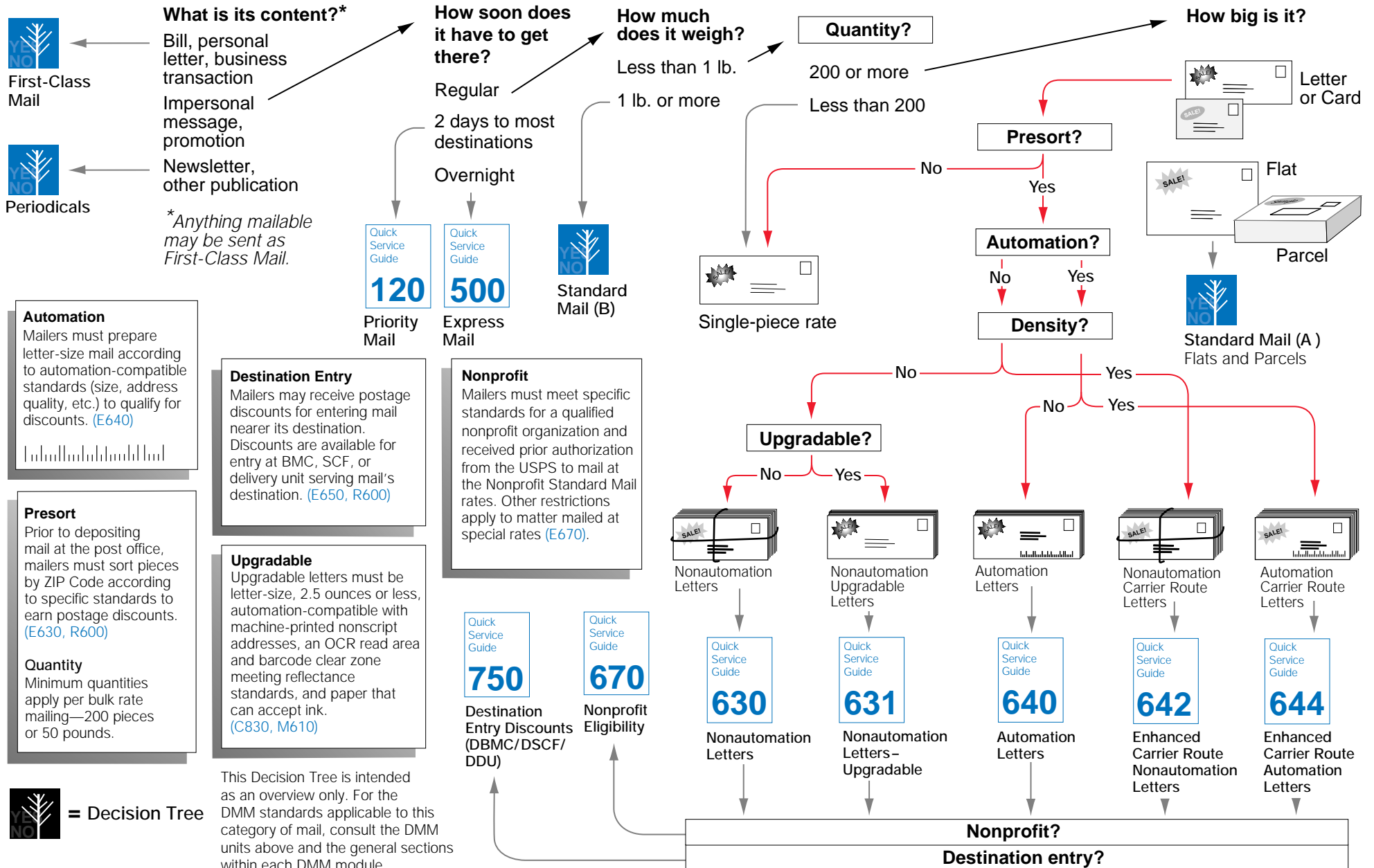
First-Class Mail

Decision Tree



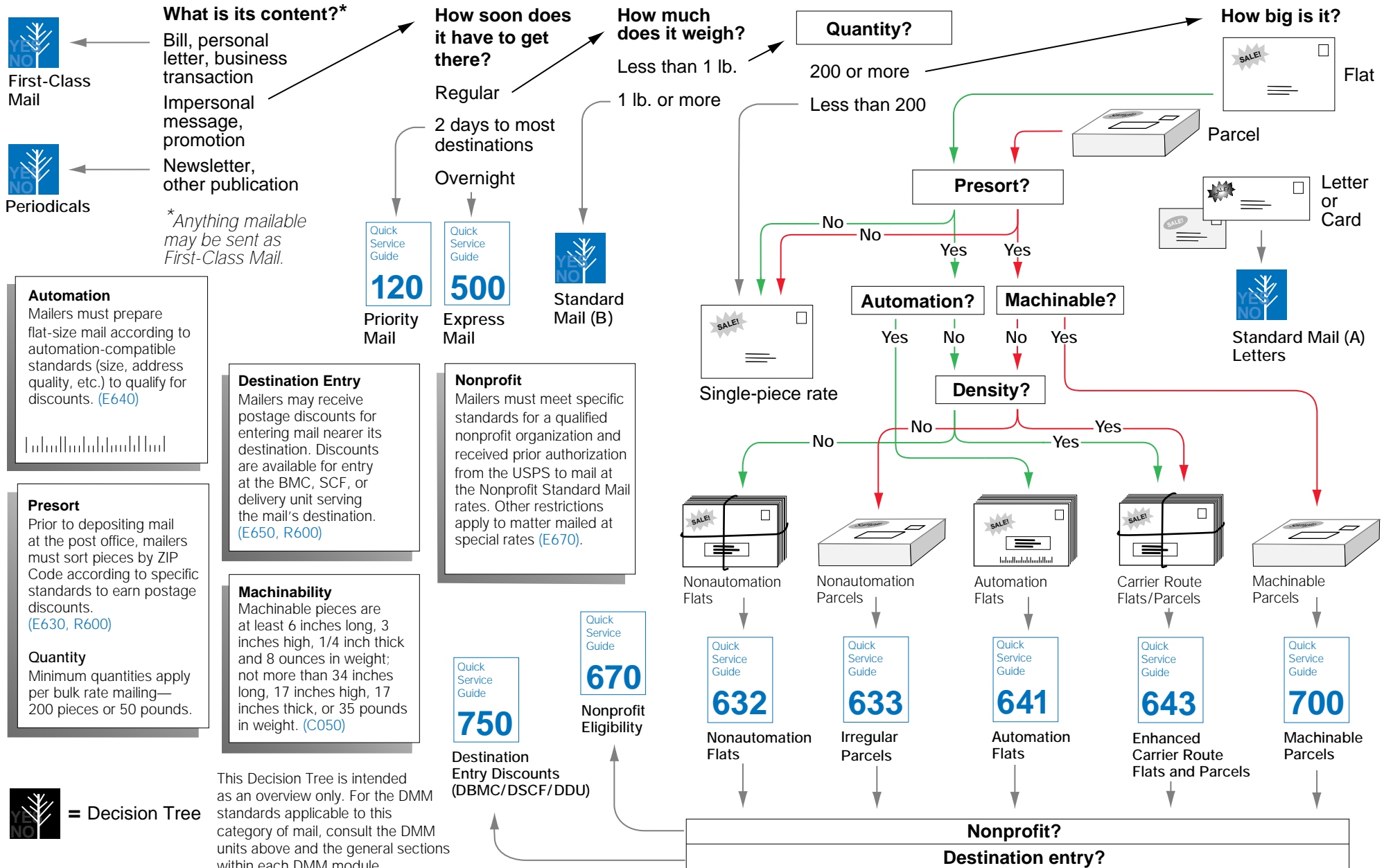
Standard Mail (A)—Letters

Decision Tree



Standard Mail (A)—Flats and Parcels

Decision Tree

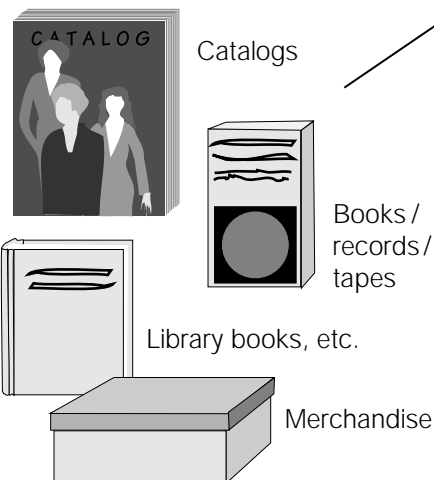


Standard Mail (B)

Decision Tree



What is its content?*



How much does it weigh?

1 lb. or more up to 70 lb. (Special Standard and Library Mail: no minimum, maximum 70 lb.)

Less than 1 lb.

How soon does it have to get there?

Regular

2 days to most destinations

Overnight

Standard Mail (A)

Quick Service Guide
500

Express Mail

Quick Service Guide
120

Priority Mail

Presort

Prior to depositing mail at the post office, mailers must sort pieces by ZIP Code according to specific standards to earn postage discounts. Presort rates are available only for bulk Bound Printed Matter (E620.3) and Special Standard Mail (E620.4).

Quantity

Minimum quantities apply per Bound Printed Matter mailing—300 pieces. (E630.3) Minimum quantities apply per Special Standard Mail 5-digit or BMC rate mailing—500 pieces. (E630.4)

Destination Entry—Parcel Post

In addition to lower zone rates, mailers may receive postage discounts for entering mail nearer its destination. The amount of discount increases as the entry of the mail is closer to its final destination. Discounts are available for entry at the ASF or BMC serving the mail's destination. (E652, R600)

*Anything mailable may be sent as First-Class Mail.

This Decision Tree is intended as an overview only. For the DMM standards applicable to this category of mail, consult the DMM unit above and the general sections within each DMM module.

= Decision Tree

DMM © USPS, July 1, 1997

Quick Service Guide
750

Destination Entry Discounts (DBMC/DSCF/DDU)

Quick Service Guide
700

Machinable Parcels

Parcel Post

Quick Service Guide
650

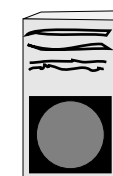
Parcel Post



Bound Printed Matter

Quick Service Guide
651

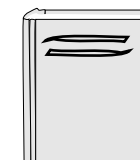
Bound Printed Matter



Special

Quick Service Guide
652

Special Standard Mail



Library Mail

Quick Service Guide
653

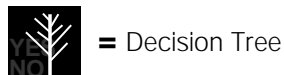
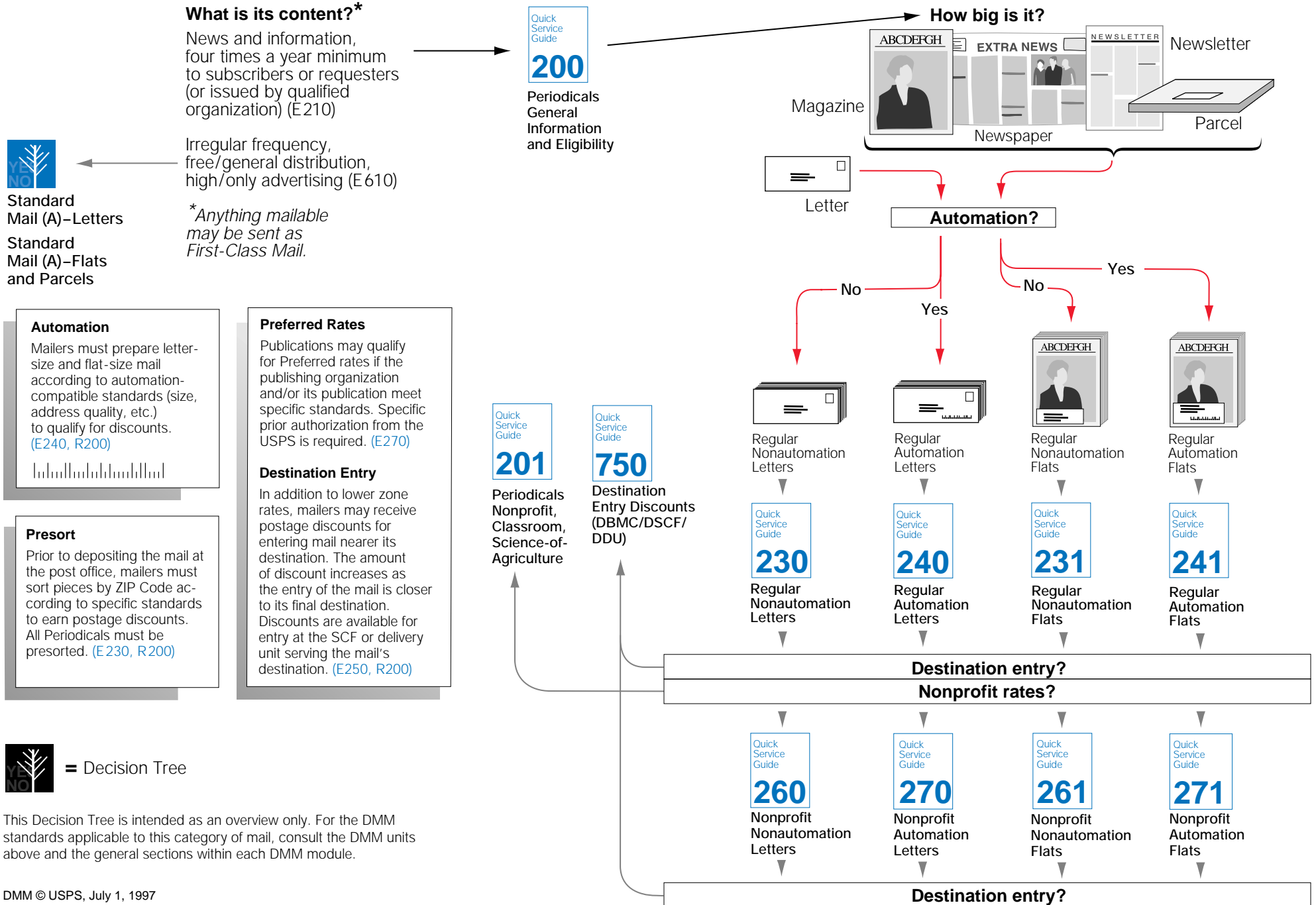
Library Mail

Machinable?

Destination entry?

Periodicals

Decision Tree



This Decision Tree is intended as an overview only. For the DMM standards applicable to this category of mail, consult the DMM units above and the general sections within each DMM module.

Creating a Mailpiece

Decision Tree



Return Address



Addressing

Endorsements



Ancillary
Service
Endorsements

Markings

See appropriate Quick Service
Guides for specific standards.

Postage Payment



Precanceled
Stamps



Postage
Meters and
Meter Stamps



Permit
Imprints

ABC GRAPHICS
543 MAIN ST
ANYTOWN WA 98765-4321

ADDRESS SERVICE REQUESTED

Presorted First-Class

*****5-DIGIT 12345
#OCT94 000 WI#1508IT 52 20 30
EDWIN SMITH
10 ELM ST
ANYTOWN NY 12345-6789



Optional Information Lines



Optional
Information
Lines

Address Block



Addressing

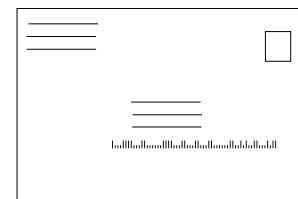
Mailpiece Design—designing for automated processing equipment



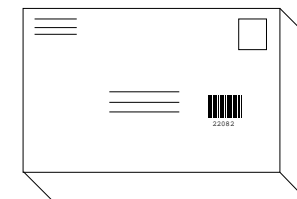
Designing Letters
and Cards for
Automated
Processing



Tabs and
Wafer Seals



Designing
Flats for
Automated
Processing



Designing
Parcels for
Automated
Processing

Reply Mail

Decision Tree



Do you want to supply return service to customers?

Accurate Addressing

Be sure to provide potential respondents with your correct address and ZIP+4 code.



Addressing

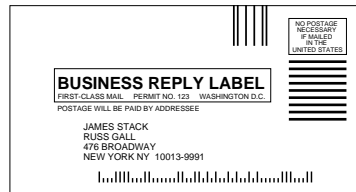
How big is it?

Letter

Card

Parcel

Merchandise Return Service (S923)



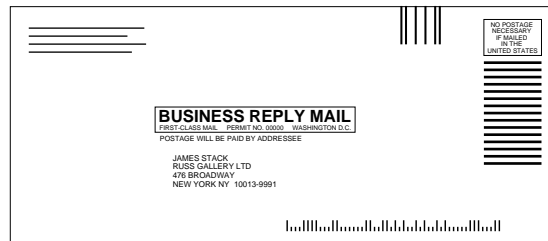
Business Reply Label

Want to pay postage?

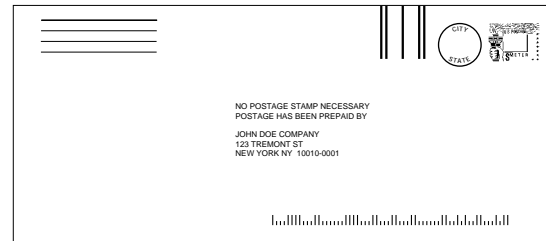
Yes

Yes

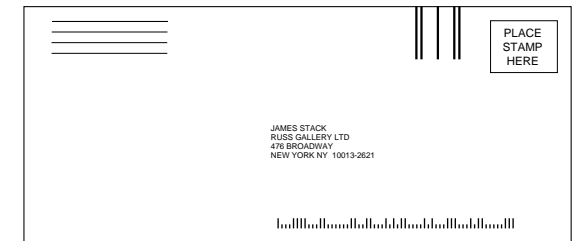
No



Business Reply Mail (BRM)



Meter Reply Mail



Courtesy Reply Mail (CRM)